

MICRO BUSINESS DEVELOPMENT

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Micro Business Development and Pedro's Planet, Inc. Present the First Annual Business Citizen of the Year Award

Denver, CO: Micro Business Development Corporation and Pedro's Planet, Inc. have partnered with a team of Colorado's economic development agencies to award the Business Citizen of the Year Award.

This award will be given to a small business located in Colorado with ten (10) or fewer employees that uses their business, either through a product or service or business practices, to make a social or environmental contribution. The winner will receive \$250 worth of office supplies from Pedro's Planet, Inc., a plaque, and press work from Micro Business Development (MBD). Nominations can be made at <http://www.surveymonkey.com/s.asp?u=116952439298> and must be received by 5:00 pm on September 1, 2006.

This award comes just after the release of the City's sustainability initiative (Green Print Denver), and addresses the economic development needs in Denver as they relate to the need for greater sustainability. Examples of businesses that are encouraged to apply include companies that are solving a community problem, that purposefully minimize their environmental impact or that are contributing to finding environmentally sustainable solutions, as well as "green" or socially responsible ventures.

Nominations will be evaluated based on five areas of impact: community, environment, customer, supply chain, and employee. The selection criteria will also take into account the mission of each business. The nominations review panel includes MBD, the Denver Office of Economic Development, the Governor's Office of Energy Management and Conservation, the Denver Office of Cultural Affairs, Connected Organizations for a Responsible Economy, and the Colorado Alliance for Microenterprise Initiatives.

Specializing in providing a continuum of services to Colorado's entrepreneurial community through access to markets, resources, and capital, MBD assists entrepreneurs in using social and environmental innovation and responsibility as a competitive advantage in the marketplace. Pedro's Planet, Inc. is a full service office supply company that recycles office waste for its clients and encourages the use of sustainable office products.

To find out more about Pedro's Planet, Inc. visit their website at (www.pedrosplanet.com). To find out more about Micro Business Development, please visit (www.microbusiness.org). Award selection committee includes Connected Organizations for Responsible Economy (www.corecolorado.org), the Colorado Alliance for Microenterprise Initiatives (www.coloradoalliance.org), the Governor's Office of Energy Management and Conservation (www.state.co.us/oemc), the Denver Office of Cultural Affairs (www.denvergov.org/DOCA), and the Denver Office of Economic Development (www.milehigh.com). For more information on the selection committee, contact Caitlin Hedberg at chedberg@microbusiness.org.

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